

THE WHITE HOUSE  
WASHINGTON

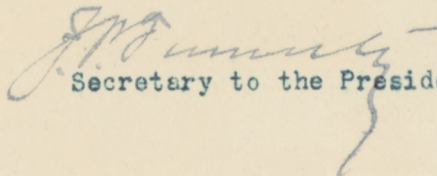
April 14, 1920.

My dear Mr. Hoffman:

Allow me to acknowledge the receipt of  
your letter of April 8th and to say that I shall  
be glad to bring it to the President's attention.

Thanking you cordially in his behalf for  
your friendly expressions of approval and good  
will, I am

Sincerely yours,

  
Secretary to the President.

Mr. Martin Hoffman,  
1318 Webster Street,  
Oakland, California.



BENJ. IDE WHEELER,  
PRESIDENT EMERITUS  
PROFESSOR OF COMPARATIVE PHILOLOGY

September 3, 1920.

My dear Sirs:

Very sincerely yours,

Benj. Ide Wheeler.





The Board of Directors of  
AAHMES TEMPLE SHRINE ASSOCIATION

AWARDS THIS

# CERTIFICATE OF HONOR

To

Brother

MARTIN M. HOFFMAN

for

DISTINGUISHED SERVICE

in the MASONIC TEMPLE BUILDING FUND CAMPAIGN, May 16th to June 2nd, 1927.



*B. A. Houston*

President



574-49

# Daily KNAVE

Peanut Andy is up for sale!

If you don't know Peanut Andy,  
you don't know Oakland.

He was, beyond all doubt, the most famous candy ever developed here, a particularly choice peanut brittle, the feature of the candy production of Martin M. Hoffman.

For some 15 years a huge electric sign stood on Webster Street, near 14th, amazing the young fry of the period from the early 20's until about 1937.

Alternately it flashed "Hoffman's Famous Peanut Candy," blinked out letters to spell: "I Am Peanut Andy," and outlined the bowing figure of Peanut Andy himself.

He was a debonair character, fashioned from chunks of peanut-studded candy, with a smile on his face beneath a three-pointed cap. He showed up everywhere, in newspapers, magazines, and advertising cards, and his fame spread throughout the West.

It's Peanut Andy himself, the famous copyright trademark, that is now for sale, and thousands of Oaklanders are hoping that he will be back in circulation again soon.

Hoffman retired from the candy business in 1946, after 50 years of highly successful operations here.

He established his firm in what was the old Albany Hotel, on the site of the present Roos Bros. store at 15th and Broadway, in 1896. Peanut Andy came into being about eight years later.

Along about 1912 Hoffman moved his plant to a building on 17th Street, now the site of the Roxie Theater, and in 1914 he opened the Webster Street factory which was graced by the famous sign.

Operations of the company expanded until brokers in every major city on the Pacific Coast were stocking Peanut Andy. Only the advent of World War II, with its extreme sugar shortage, disrupted the company's progress.

Three years ago, Hoffman retired to spend his days at his Piedmont home, 56 Lakeview Avenue, and with old friends at the Athenian Nile Club.

But he still remembers, and hundreds of thousands of Oaklanders remember the days when he threw big "candy parties" on the SP lot at 14th and Franklin, the days when his Peanut Andy was so popular that everyone ate it and one woman even claimed it was a cure for pernicious anemia.

That testimonial may, or may not, have weight, but everyone who remembers Peanut Andy will hope that some enterprising candy manufacturer brings him back to life real soon.

## aign Opened

del, county superintendent of schools, and Capt. R. C. Wilsinson of the highway patrol are in charge of the program.

### CASH

*Paid For Used*

**PORTABLE TYPEWRITERS**

**TYPEWRITER GUY**

15th & Franklin

TE 2-2728

It's  
me-  
not!



**SUN-PROOF**





ATHENIAN-NILE CLUB  
OAKLAND, CALIFORNIA

Thursday June 30<sup>th</sup>  
1960

Dear Jean

Thanks for your nice letter of yesterday. I am pleased to hear the good news and it has a surprise, you and Jimmie should get along well together and as your interests are in common you should get along well together and you can look forward to much happiness, which you so well deserve. It is nice to know that you will not be alone on the point. I wish for you much happiness and a happy future, and you have my best wishes all always Jean. Again good luck and much pleasure in the future.

Sincerely Martin

# 'Peanut Andy' Hoffman Dies at 86

Funeral services will be held Monday for Martin M. "Peanut Andy" Hoffman, retired Oakland candy manufacturer who died yesterday. He was 86.

Mr. Hoffman was affectionately known as "Peanut Andy" because of the trademark for his candy, a debonair little character fashioned from chunks of the peanut studded confection.

From the early 20s until 1937 a large electric sign of the Peanut Andy trademark standing on Webster St. near 14th St. delighted children.

Mr. Hoffman retired from the candy business in 1946 after more than 50 years of highly successful operations.

Born at Point Arena, he had lived most of his life in Oakland and had been active in the city's civic affairs for many decades.

He had been a member of the Oakland Chamber of Commerce. He was a past master and life member of Live Oak Lodge No. 62, F. and A.M. and a life member of the Athenian Nile Club of Oak-

land. For many years Mr. Hoffman lived at 56 Lakeview Ave., Piedmont. He had been ill for nearly a year and died in a local rest home.

At his side at the time of his death was his sister, Mrs. Regula Bernays of Portola Valley, and the Rev. Mr. Robert L. Agnew of Piedmont Community Church.

In addition to Mrs. Bernays, Mr. Hoffman is survived by two nieces, Mrs. Jean Dickie of Carmel and Mrs. Regula Melden of Seattle.

He was the brother of the late Carl Hoffman, former chief editorial writer of The Tribune who also had been a publisher of the old Post Enquirer and longtime associate of Fremont Older.

Masonic services will be conducted at 1 p.m. at Truman's Chapel, Telegraph Ave. and 30th St. under auspices of Live Oak Lodge.

**HOFFMAN, Martin M.**, in Oakland, June 28, 1962, brother of Mrs. Regula Bernays of Portola Valley and the late Mrs. Charlotte Kellogg of Carmel; uncle of Mrs. Jean Dickie of Carmel and Mrs. Regula Melden of Seattle, Washington. A native of California; aged 86 years. A past master and life member of Live Oak Lodge No. 61, F. and A.M. of Oakland. A life member of the Athenian Nile Club of Oakland.

Friends are invited to attend services Monday, July 2, at 1 p.m. at Truman's Chapel, Telegraph Avenue and 30th Street, Oakland, Live Oak Lodge of Masons officiating.



20  
CIGARETTES  
CLASS 'A'



**KENT**  
CIGARETTES

NEW

EXCLUSIVE MICRONITE FILTER





ATHENIAN-NILE CLUB

OAKLAND, CALIFORNIA

July 18, 1962

Miss Regula H. Bernays  
501 Portola Road  
Portola Valley, California

Dear Miss Bernays:

Everyone here at the Athenian-Nile Club sorrowfully misses our dear friend and fellow member Martin Hoffman.

He participated in all of the activities for so many years, and had more close personal friends here than any other member. Many of them have passed along before him, and we feel sure that he will meet them again soon, in spirit, in God's Great Beyond. For those of us left behind we can only treasure the pleasant memories of the past.

Sincerely yours,

*M. F. Hallmark*

M. F. Hallmark  
President

MFH:re

(+ CHARLOTTE'S brother)